

# Golfdom Wins Big at TOCA

The magazine earns top honors for new media, plus 6 other awards.

It's lucky seven for the *Golfdom* team. That's seven, as in TOCA awards, thank you very much.

"It's a thrill to have our work recognized by TOCA," said *Golfdom* Editor-in-Chief Seth Jones. "We produce every issue with the reader in mind, and getting positive feedback from our readers and from organizations like TOCA is exactly what we're striving for."

Since its relaunch in 1999, *Golfdom* has won more TOCA Awards for editorial and design excellence than any of its rivals. And at the 2012 Turf and Ornamental Association's annual awards ceremony, held May 3 in Nashville, Tenn., *Golfdom* walked away with accolades for both editorial and design



excellence yet again.

Topping the list, Jones earned the coveted Gardner new media award for best blog, the *Golfdom* Daily ([www.golfdom.blogspot.com](http://www.golfdom.blogspot.com)). For his May 2011 feature about Congressional Country Club, Jones also earned praise for writing for commercial publications, while his story "Dr. Wong gets the girl" garnered him an honor for original content and writing for electronic newsletters.

*Golfdom* Art Director Carrie Parkhill Wallace, meanwhile, was honored for cover page design ("Turf on Trial," October 2011.) And together, Jones and Wallace earned joint editorial and design honors for April 2011's cover story, "The Reinvention of Mark Woodward" and the magazine's 2011 Plant Health Series.

*Golfdom's* sister publication *Landscape Management* also shined at TOCA, garnering 9 awards for editorial and design excellence, including the Gardner award for best photography.



## GOLFDOM GETS NEW OWNER



Last month, Cleveland, Ohio-based North Coast Media branched off from Questex Media Group, buying *Golfdom* and four of its sister publications. The deal is a positive one for *Golfdom*. For the full scoop on all the exciting things coming down the pike, check out Publisher Patrick Roberts's letter on Page 8.



WELCOME TO MY FIRST installment of Joel's Journeys. (I'll still be writing my column, but on occasion I'll instead be writing this Q&A.) I recently caught up with **Steve Mona**, President of the World Golf Foundation (WGF), during The Players Championship. Here's what Mona had to say.

**I've been hearing from local suppliers that things are looking up this year. What is the current state of the industry?**

In my conversations with CEOs, manufacturers, management companies and media, there is a sense of cautious optimism. We seem to have hit the proverbial bottom, and economic indicators generally show we are at least on a gentle northerly incline as people are beginning to travel and spend a little more.

**How can we improve our advocacy on water quality, conservation and pesticide issues?**

At the state or local association level there is an opportunity to form solid coalitions of golf associations like the national "We Are Golf" effort. The first thing these coalitions have to decide is how they are going to petition state and local governments. If you do have a coalition in place, industry events, such as state Golf Days, can be effective.

On the individual level, you can always learn from a peer who does it well. I'm seeing more superintendent blogs and weekly updates on things like maintenance practices and projects.

**What is the biggest disconnect between folks in the golf industry and the public?**

Perception. And the biggest opportunity to correct it is continuous education. People think golf can take care of itself. It's a collection of wealthy individuals who work in it, operate in it or play in it. They don't need special consideration. They can take care of it. In certain respects you can view that as a compliment, but it shouldn't be the way we are perceived.